

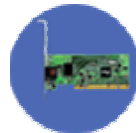
Moving Your Desktop Customers to the Next Generation



One Generation Ahead

Intel Channel Conference 1—2003

Page 1



intel.

Agenda

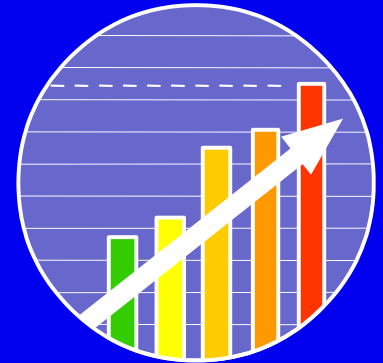
- Using Next Generation Technology to optimize
- Intel as a Technology Foundation
 - Choosing the right Memory
 - Taking advantage of your Memory
- Understanding our OnScreen Branding Programs
- Features to look for in a Chassis
- The Digital Home Opportunity

The Installed Base Upgrade Opportunity

Business Week Estimate**

There are 500 Million PCs in use worldwide with slow speeds of 700 MHz or less (includes Business and Consumer)

** Source: Business Week Magazine 1/13/03 "Chips: Hoping for a Surge"



Growth comes from two sources:

- replacement PC purchases and
- new PC purchases

Combined with current operating systems, a new PC based on the Intel Pentium 4 processor can help decrease your system maintenance costs

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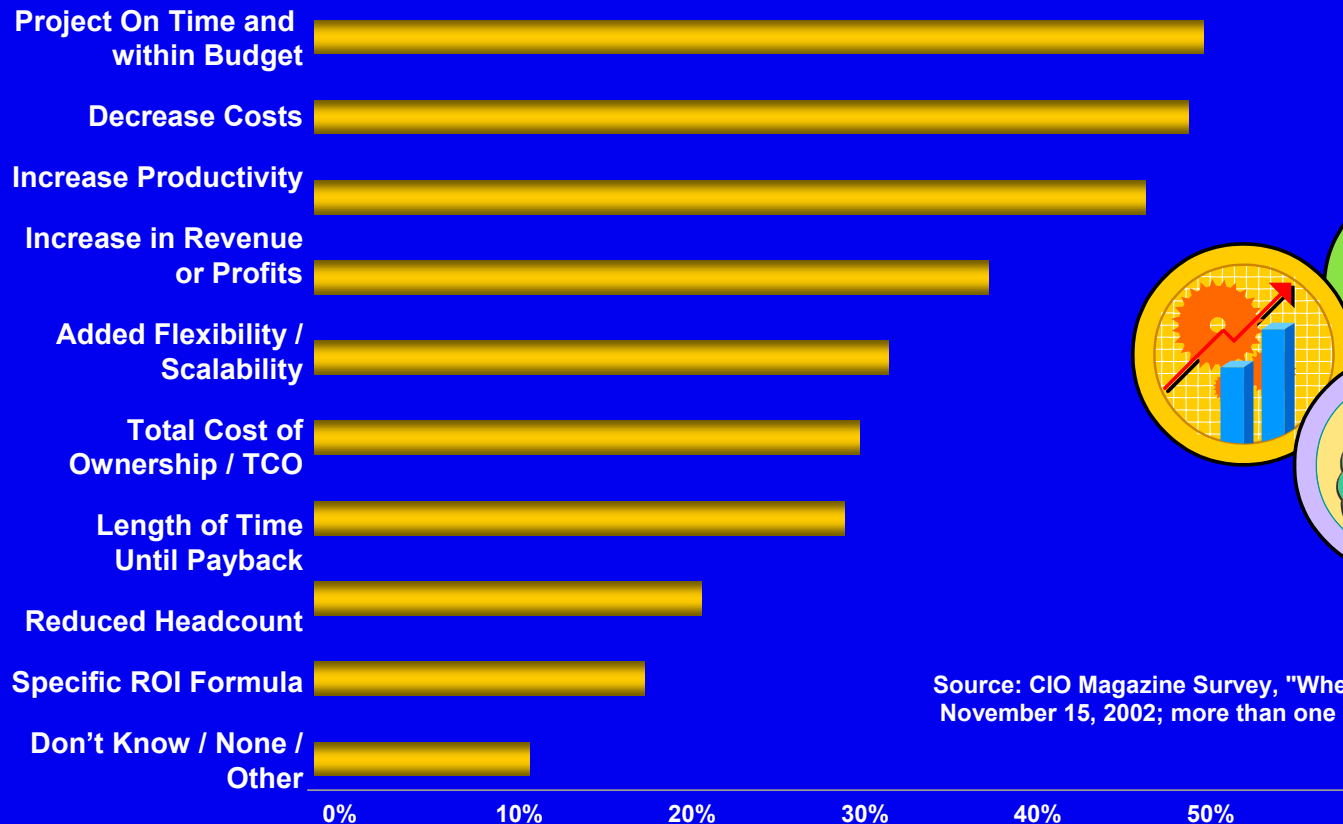
Page 3

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What Customers want from their IT Investment

How is the Success of your Company's IT Investments measured?



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2003 Digital Home Usages

1H

2003

2H

Usage Models

Enjoy Digital entertainment from a distance

Digital Home PC



Enjoy PC content over home wireless network

Extd. Wireless PC



Devices

Media Center/PVR



Smart Displays (v1.5)



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Productivity for Today and Tomorrow

- Multitasking increases the need for client PC performance.
- As measured on Sysmark2002*, system response times for PCs running on the latest Pentium® 4 processors can reach over six times faster than Pentium® III processor-based systems that were state of the art just three years ago.
- Today's processors are measured in Gigahertz not Megahertz.

A high speed Intel Pentium 4 processor supporting Hyper-Threading Technology¹ can produce measurable productivity gains for your business

¹Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting HT Technology, a chipset and BIOS that utilize this technology, and an operating system that includes optimizations for this technology. Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.



Exciting New Platform

- 800Mhz System Bus
- Hyper-Threading Technology¹
- Dual Channel DDR400
- AGP 8x
- Serial ATA
- 8 USB 2.0 Ports
- GbE over CSA interface



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Boxed Desktop Processors March

Sys Price

(w/o monitor)
Performance
≥ \$1.5K

Mainstream 3
\$1300-\$1499

Mainstream 2
\$1000-\$1299

Mainstream 1
\$800-\$999

Value 3
\$700-\$799

Value 2
\$600-\$699

Value 1
<\$600

Q1'03

Q2'03

Q3'03

Q4'03

Q1'04

3.06⁶	3.20⁷	3.20⁷	3.40	≥ 3.60
2.80 ⁵ 2.66 ⁵	3⁷ / 3.06⁶ 2.80⁷ / 2.80⁵	3⁷ / 3.06⁶ 2.80⁷ / 2.80⁵	3.20	3.40
2.53 ⁵	2.60⁷ / 2.66⁵ 2.53 ⁵	2.60⁷ / 2.66⁵ 2.53 ⁵	3⁷ / 3.06⁶ 2.80⁷ / 2.80⁵	3.20 3⁷ / 3.06⁶
2.40 ⁵ / 2.26 ⁵ / 2 ³	2.40⁷ / 2.40⁵ 2.26 ⁵	2.40⁷ / 2.40⁵	2.60⁷ / 2.66⁵ 2.53 ⁵	2.80⁷ / 2.80⁵ 2.60⁷ / 2.66⁵
2.20 ²	2.40 2.30 ²	2.50 2.40 ²	2.60 2.50 ²	≥ 2.60 ²
2.10 ² 2 ²	2.20 ² 2.10 ²	2.30 ² 2.20 ²	2.40 ² 2.30 ²	2.50 ² 2.40 ²
1.80 ¹ 1.70 ¹	2 ² 1.80 ¹	2.10 ² 2 ²	2.20 ² 2.10 ² / 2 ²	2.30 ² 2.20 ²

Intel® Pentium® 4 Processor

Prescott Processor with
1MB cache, 800MHz FSB

Intel® Pentium® 4 Processor⁶ or Prescott Processor

Intel® Celeron® Processor

3.20
3.06
2.80

800MHz FSB With HT Technology
533MHz FSB With HT Technology
Without HT Technology

¹All products and dates are preliminary and subject to change without notice

Intel Confidential

¹ Intel® Celeron® Processor based on 0.18μ core, 400 MHz FSB and mPGA 478

² Intel® Celeron® Processor based on 0.13μ core, 400 MHz FSB and mPGA 478

³ Intel® Pentium® 4 Processor based on 0.13μ core, 512K L2, 400 MHz FSB

⁴ Intel® Pentium® 4 Processor based on 0.13μ core, 512K L2, 400 MHz or 533 MHz FSB

⁵ Intel® Pentium® 4 Processor based on 0.13μ core, 512K L2, 533 MHz FSB

⁶ Intel® Pentium® 4 Processor based on 0.13μ core, 512K L2, 533 MHz FSB with HT Technology

⁷ Intel® Pentium® 4 Processor based on 0.13μ core, 512K L2, 800 MHz FSB with HT Technology

1Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting HT Technology, a chipset and BIOS that utilize this technology, and an operating system that includes optimizations for this technology. Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

Q2'03 Product Launches

System Price²

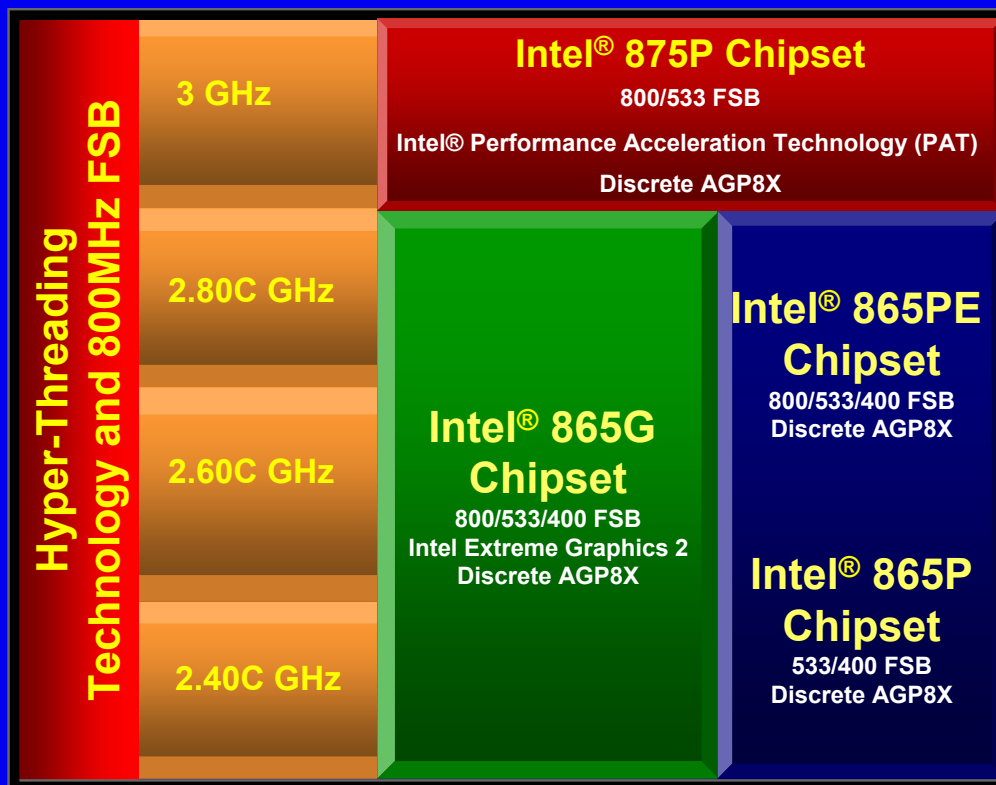
**Performance/
Professional**
≥ \$1.5K

Mainstream 3
\$1300-\$1499

Mainstream 2
\$1000-\$1299

Mainstream 1
\$800-\$999

² System prices are estimates and may not reflect actual prices; not including monitor



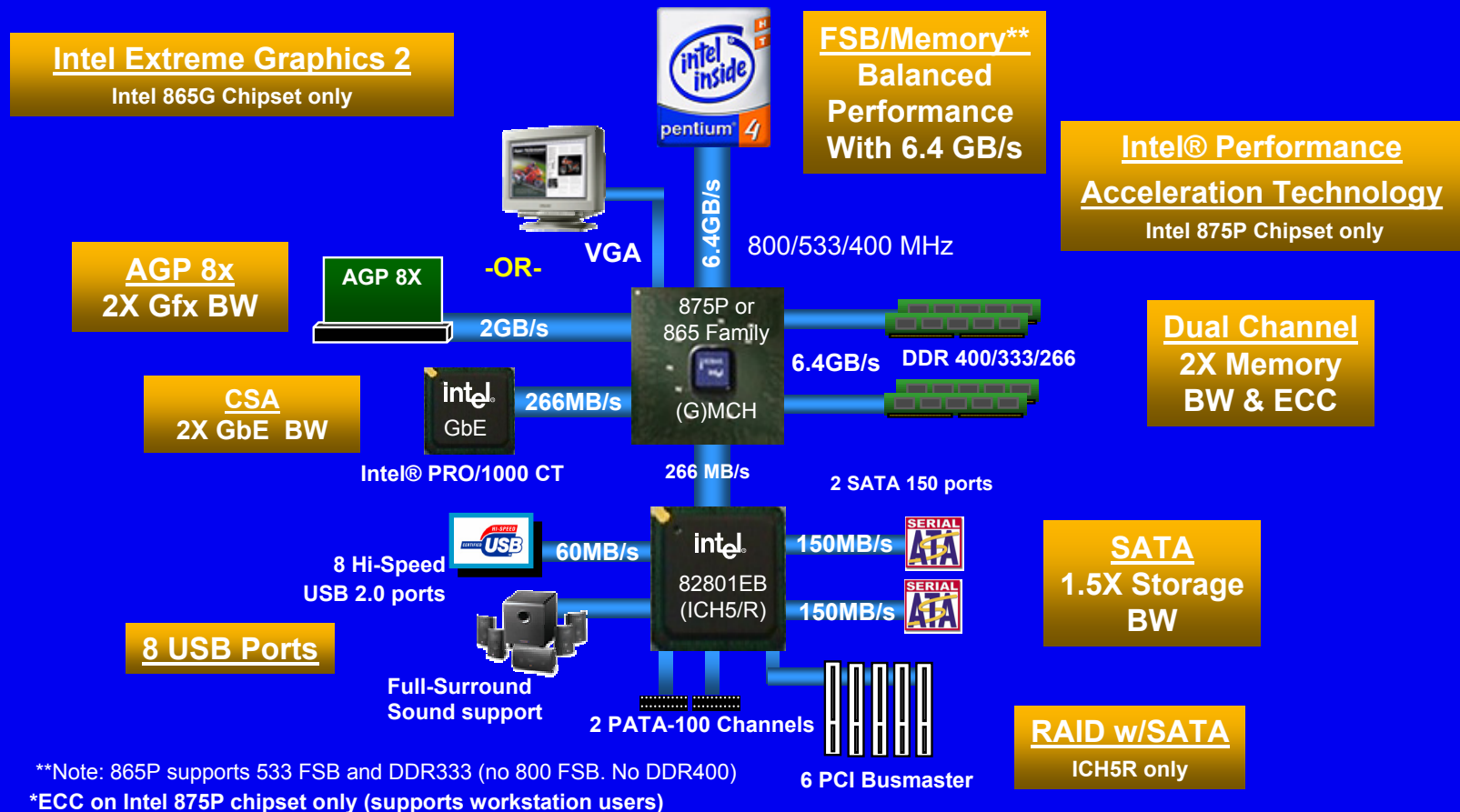
Bringing the Benefits of Hyper-Threading Technology to the Mainstream Segment

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Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting HT Technology, a chipset and BIOS that utilize this technology, and an operating system that includes optimizations for this technology. Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

Platform Overview

Intel® 875P and 865 Family



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Boxed Intel® Desktop Board Roadmap

Now in Production

D850EMVR

850E RDRAM (2)
ATX AGP 4X
mPGA478 CNR, USB2

D845PEBT2

845PE DDR333
ATX AGP 4X
mPGA478 ICH4 USB2
6-ch audio SATA RAID

533MHz
FSB

D845PESV

845PE DDR333
ATX AGP 4X
mPGA478 ICH4 USB2

533MHz
FSB

D845GEBV2

845GE DDR333
ATX Int. & AGP 4X
mPGA478 ICH4 USB2

Intel® Extreme
Graphics

533MHz
FSB

D845GERG2

845GE DDR333
uATX Int. & AGP 4X
mPGA478 ICH4 USB2

D845GVAD2

845GV DDR266
uATX Int. Gfx
mPGA478 ICH4 USB2

Intel® Extreme
Graphics

533MHz
FSB

LDCM*
Available

800MHz
FSB

D875PBZ

875P 2ch DDR400
ATX AGP8X
RAID 0 ICH5 SATA

Intel® 875P Chipset

800MHz
FSB

D865PERL

865PE 2ch DDR400
ATX AGP8X
RAID 0 (Opt) ICH5 SATA

No LAN,
10/100 or
GbE Opt.'s

Intel® 865PE Chipset

1394a
(LAN SKU's
Only)

Intel® 865G Chipset

800MHz
FSB

D865GBF

865G 2ch DDR400
ATX Int. & AGP8X
Flex 6 Aud ICH5 SATA

No LAN,
10/100 or
GbE Opt.'s

D865GLC

865G 2ch DDR400
uATX Int. & AGP8X
Flex 6 Aud ICH5 SATA

D845GLVA

845G DDR266
uATX Int. Gfx Only
3 PCI USB 2.0

400MHz
FSB



Launching in Q2 '03

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Intel® Pentium® 4 Processor-based Platform Consistently Delivering

Pentium 4 Processor
Introduction

Q2'01

- 512K Cache
- 533 MHz System Bus
- Intel Extreme Graphics
- USB2.0
- Gigabit Ethernet

Q4'00

- 256K Cache
- 400 MHz System Bus
- USB1.1
- Dual Channel Memory

Q4'02

- Hyper-Threading Technology

Today

- 800 MHz System Bus
- Dual Channel DDR400
- Intel® Performance Acceleration Technology
- Serial ATA with RAID
- Communications Streaming Architecture for GbE
- Intel® Extreme Graphics 2 AGP8X

Advancing the
Platform Forward

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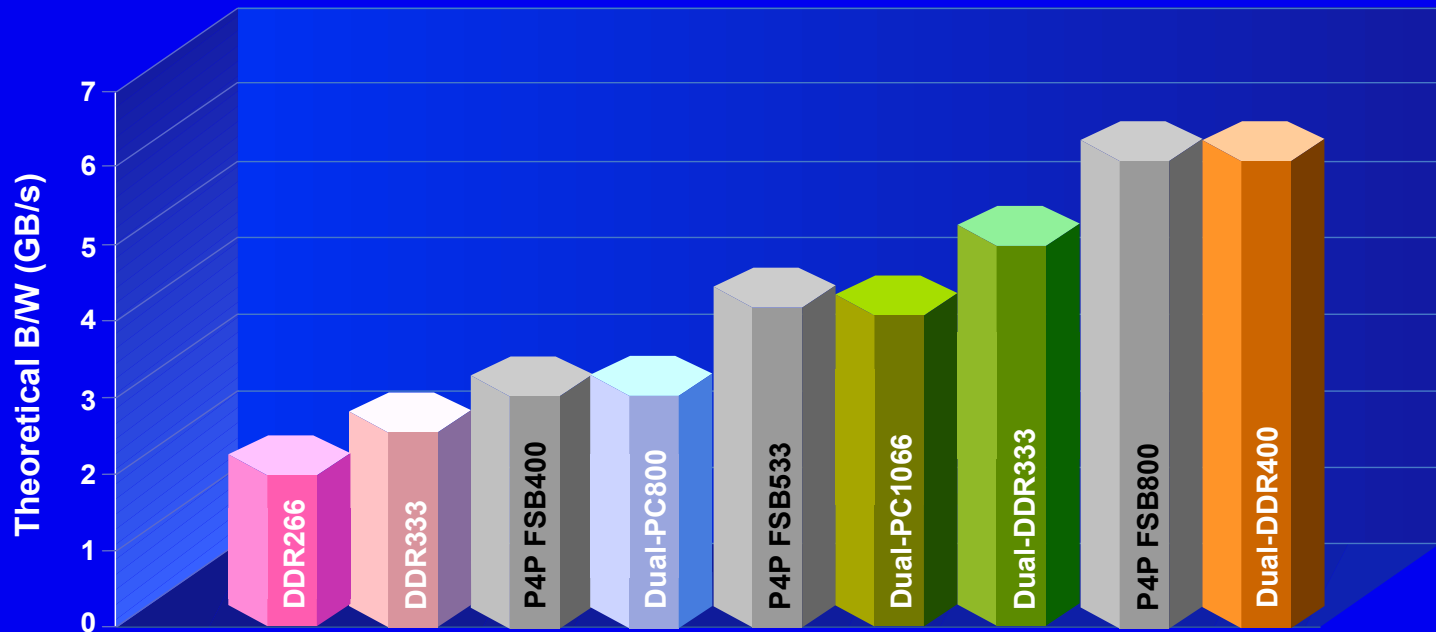
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Dual Channel DDR 400

New Memory Performance Leader



One Generation Ahead

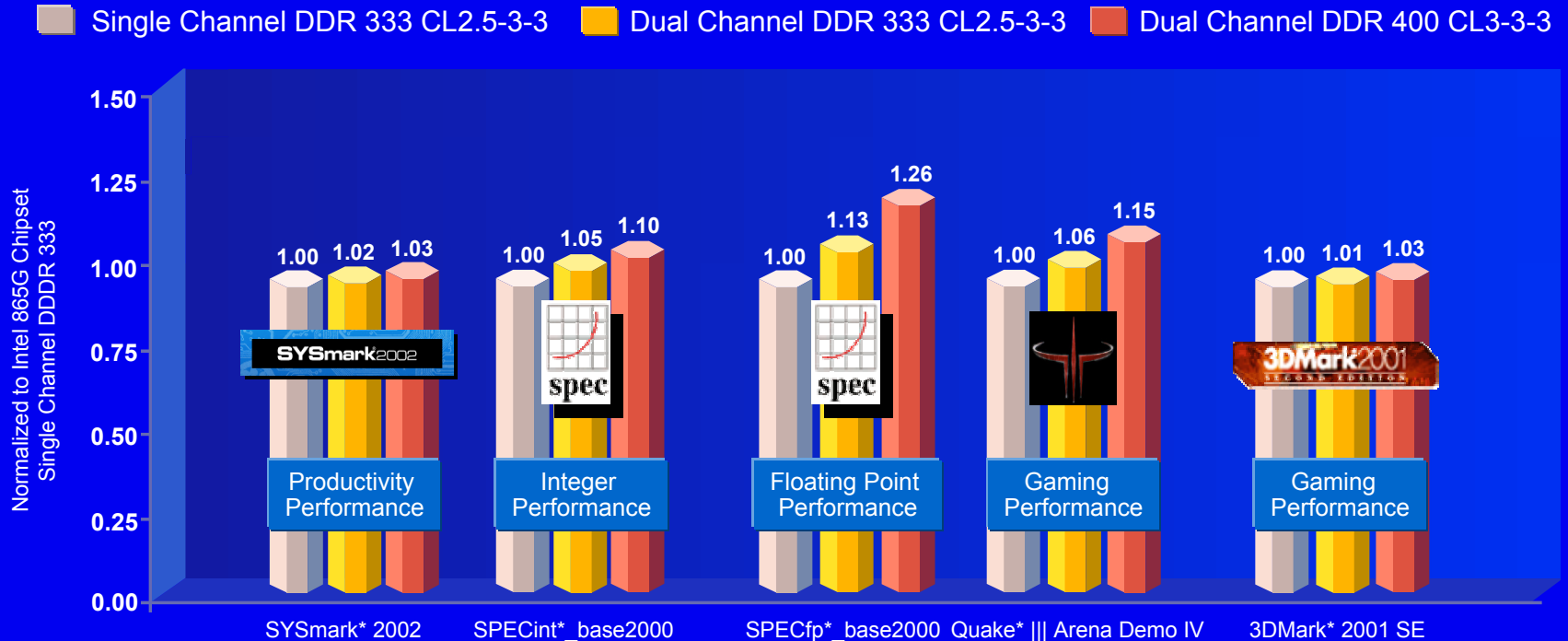
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Advantages of Dual Channel DDR



Data taken on Intel® Pentium® 4 processor with HT¹ Technology 3 GHz /800 MHz –Intel® 865G chipset with discrete graphics

Source: Intel® Configuration:

Pentium® 4 processor with HT Technology at 3 GHz/800 FSB and Intel 865PE Chipset – Intel® 865G Desktop Board, 512 MB DDR333 and DDR400; All Platforms –, ATI® Radeon® 9700 Pro AGP 8X, Graphics Driver 6166, Microsoft® Default UDMA-5, Intel® Chipset Software Installation Utility 5.00.1003, IBM® 80GB 120GXP IC35L080AVVA07-0 ATA-100 Hard Drive; Intel C & Fortran compilers 7.0 for SPEC, DirectX® 8.1, Windows® XP Build 2600 SP1, 100 Mbps Intel Pro/100+ Management PCI LAN Card. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

*Other names and brands may be claimed as the property of others.

(1) Look for systems with the Intel(r) Pentium (r) 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

What to look for in DDR Memory

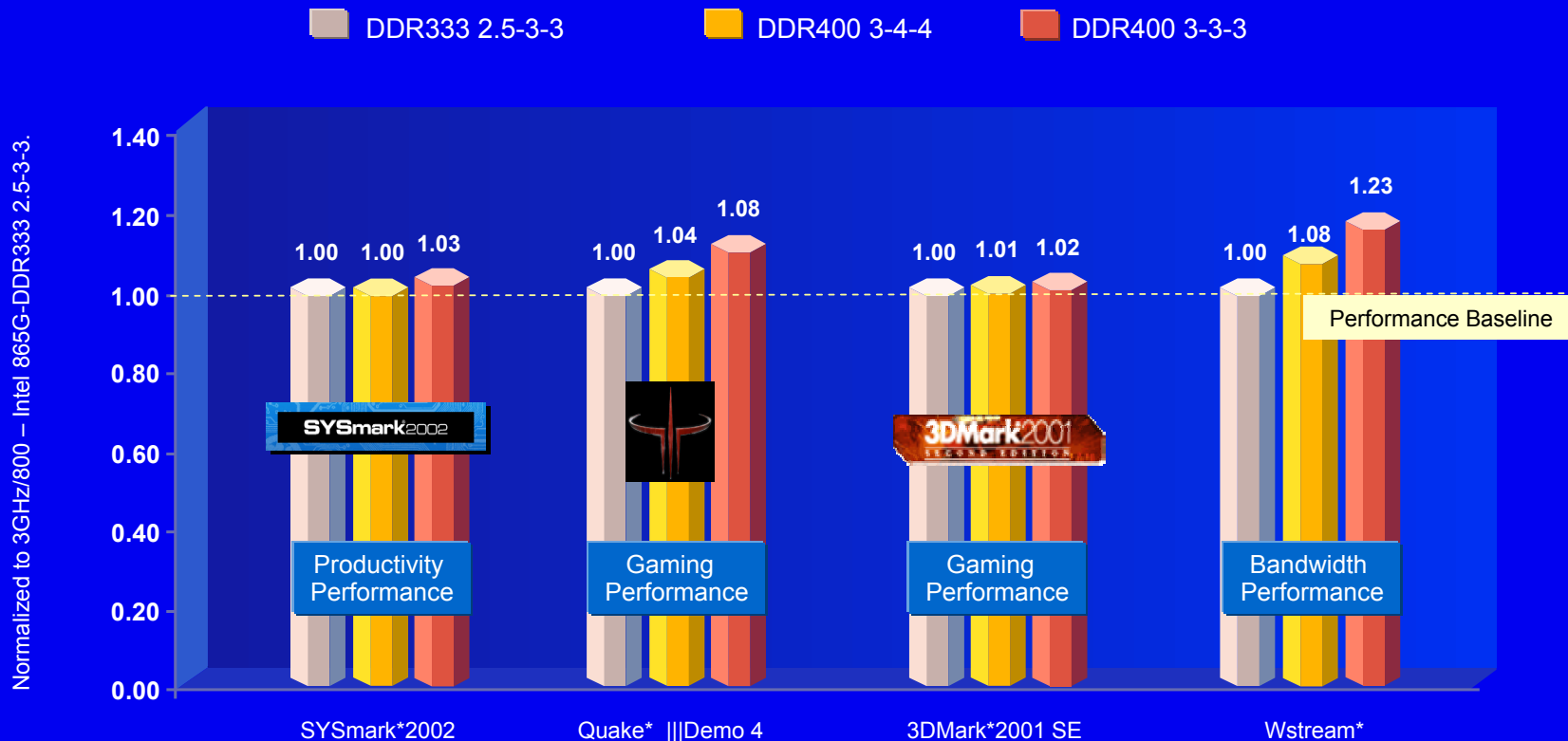
Latency specifications for DDR

- **Commonly displayed in DDR (X-Y-Z) format**
 - E.g. DDR333 (2.5-3-3) or DDR400 (3-3-3)
- **(X-Y-Z) represent timing specifications, read from left to right:**
 - X = CAS latency
 - Y = RAS-to-CAS delay latency
 - Z = RAS pre-charge latency

Understanding Memory Latencies

- **Three Key Latencies with DRAM**
 - CAS, RAS-to-CAS and RAS pre-charge
- **CAS (Column Address Strobe) Latency (CL)**
 - CAS latency (CL) = Column access time / DRAM clock cycle
- **RAS (Row Address Strobe)-to-CAS Delay**
 - RAS-to-CAS delay = Row-Column delay / DRAM clock cycle
- **RAS Pre-charge**
 - RAS pre-charge latency = time required for the Row Address Strobe to recharge / DRAM clock cycle

Not all DDR is the same



Data taken on Pentium® 4 processor with HT¹ Technology 3 GHz / 800 MHz FSB – Intel 865G Chipset and discrete graphics

Source: Intel® Configuration:

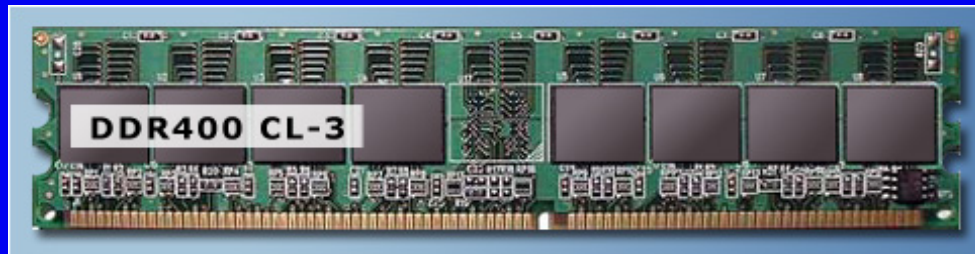
Pentium® 4 processor with HT Technology at 3 GHz/800 FSB and Intel 865PE Chipset – Intel® 865G Desktop Board, 512 MB DDR333 and DDR400; All Platforms –, ATI® Radeon® 9700 Pro AGP 8X, Graphics Driver 6166, Microsoft® Default UDMA-5, Intel® Chipset Software Installation Utility 5.00.1003, IBM® 80GB 120GXP IC35L080AVVA07-0 ATA-100 Hard Drive; Intel C & Fortran compilers 7.0 for SPEC, DirectX® 8.1, Windows® XP Build 2600 SP1, 100 Mbps Intel Pro/100+ Management PCI LAN Card. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

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DDR400 Availability

- **Limited DDR400 availability**
 - Expected to be mainly DDR400 (3-4-4) initially
- **DDR400 DRAM vendors**
 - Q2'03: Samsung*, Infineon*
 - Q3'03: Mosel*, Nanya*, Winbond*



- **Tested lists found on support.intel.com**

*Other names and brands may be claimed as the property of others.

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Dual Channel DDR

Memory Integration Considerations for Intel® Desktop Boards

- **Dual channel function:**
 - Channel A: DIMM 0 needs to match Channel B: DIMM 0
 - Channel A: DIMM 1 needs to match Channel B: DIMM 1
 - Matching requires equal DIMM:
 - Capacity (64MB, 128MB, 256MB, 512MB, 1GB)
 - Matched Memory Banks (double sided vs. single sided)
 - DRAM Technology (128Mb, 256Mb, 512Mb)



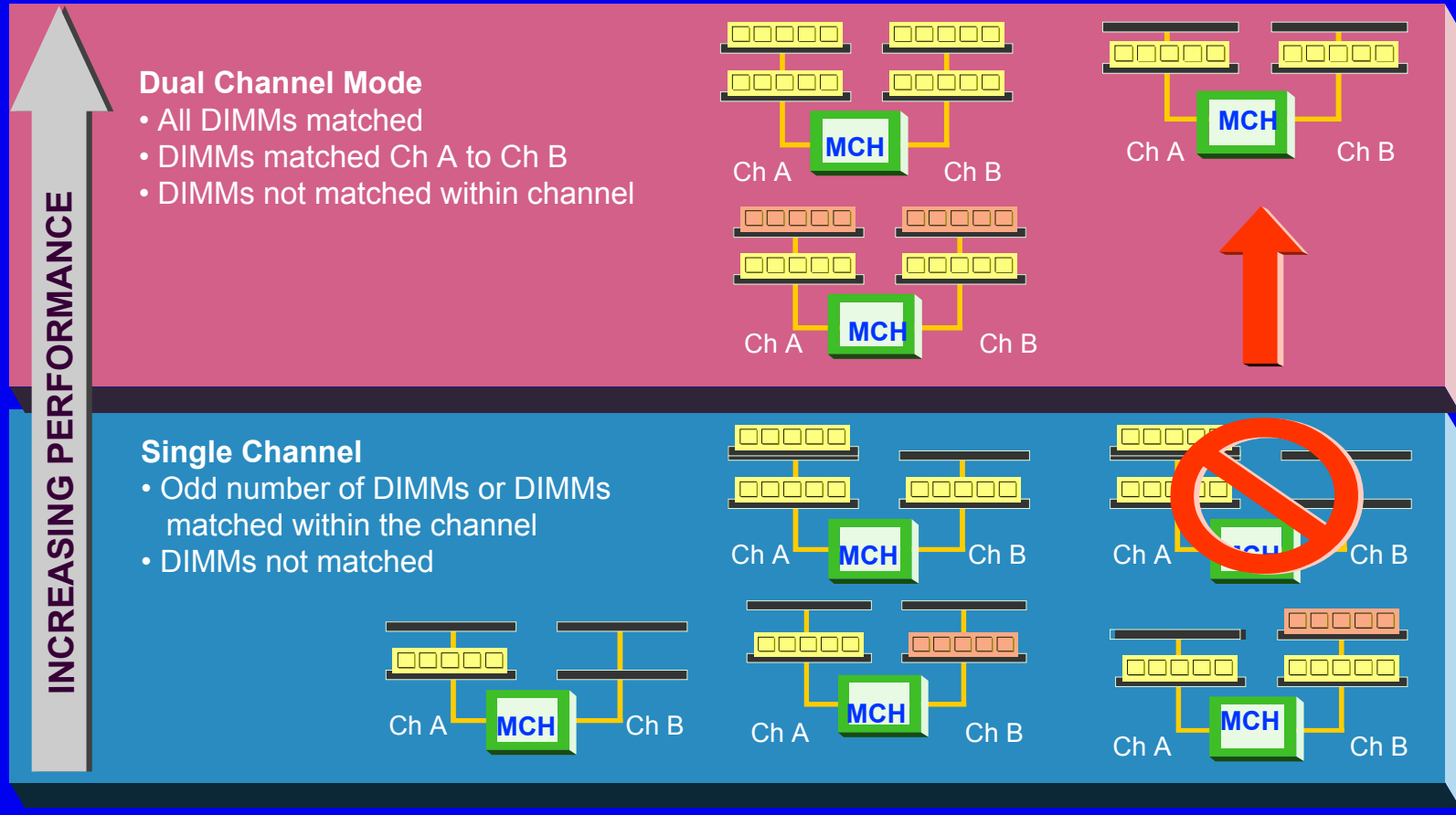
- **The following conditions do not need to be met:**
 - Same timing specifications
 - Same DDR speed

Intel® Desktop Boards is a registered trademark of the Intel Corporation or its subsidiaries in the United States and other countries.

Use Identical DIMMs for Dual Channel Operation!

Dual Channel DDR

Memory Configurations



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 Vs. 

Differ by either module size or
DRAM module density technology



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Intel® Chipset FSB/Memory Support

865P	865PE/G	875
-	800/400	800/400
-	800/333*	800/333*
533/333	533/333	533/333
533/266	533/266	533/333
400/266	400/266	-

***Note:** When using an 800 MHz system bus processor, DDR333 memory is clocked at 320 MHz.

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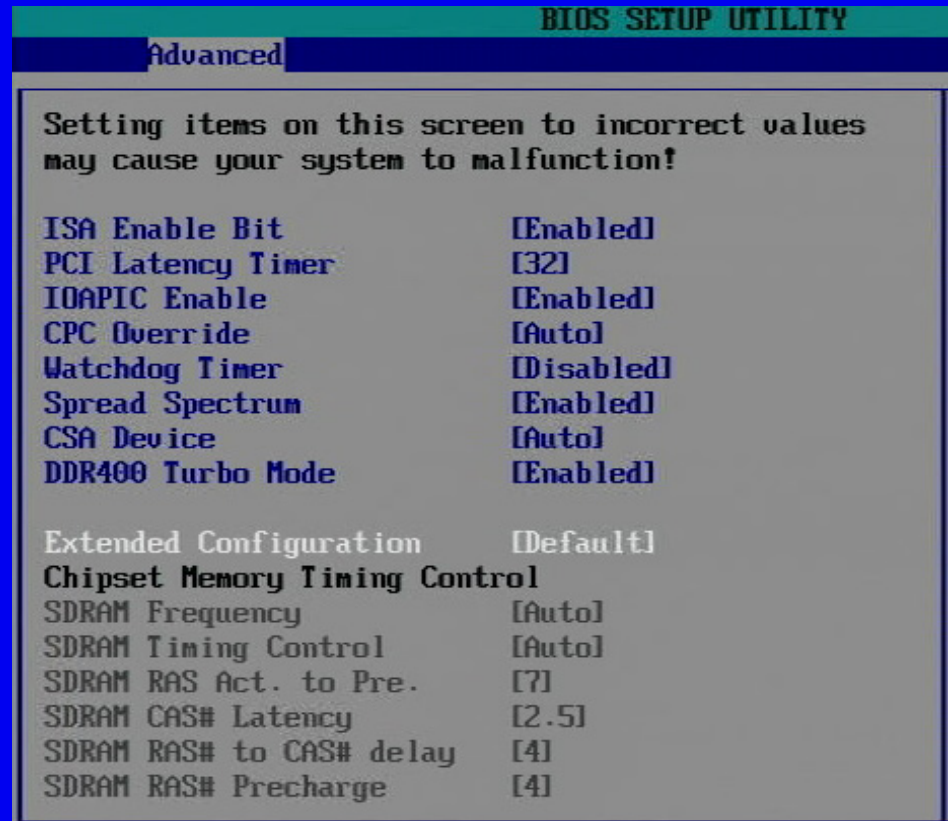
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Memory Timing

- Manual Memory Setting Option
- 3-strike fail-safe
- Available on DDR based Intel® Desktop Boards



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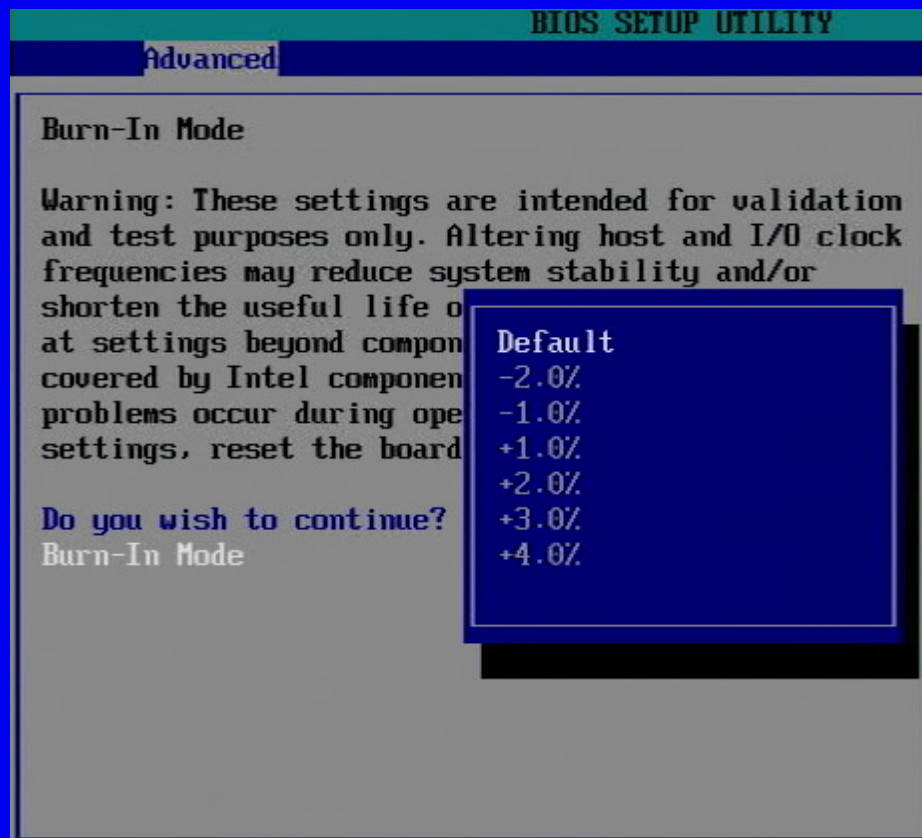
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Burn In Mode

- Enables Platform stress testing
- Activated at end of POST
- Supported on Intel® 865 and 875 Chipsets



Intel® 875P Chipset is the Desktop Performance Leader

Supports Intel® 865PE Chipset features and adds...



- Error Checking & Correction (ECC)
- Intel® Performance Acceleration Technology (Intel® PAT)

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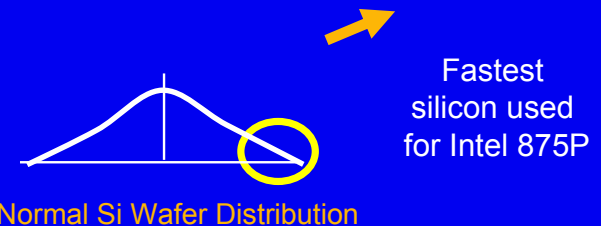
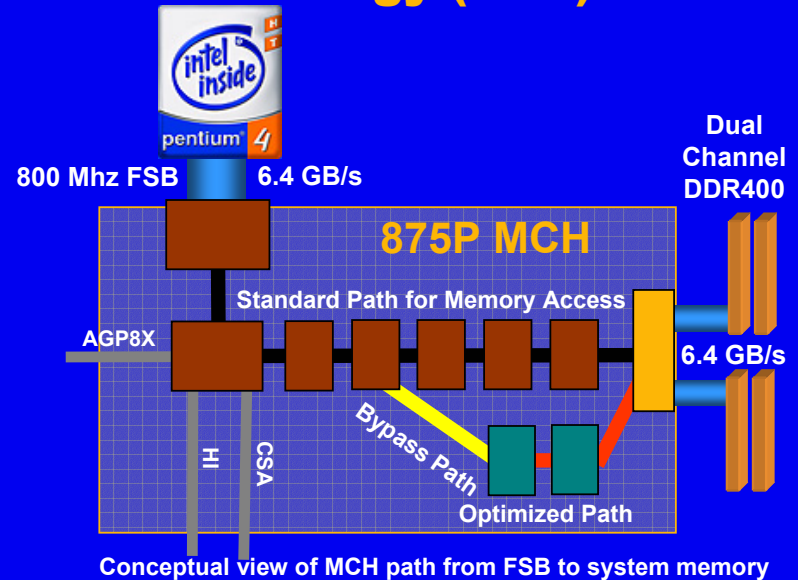
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Intel® PAT differentiates Performance with 875P

Intel Performance Acceleration Technology (PAT)

- **Optimized memory access between processor and DRAM within MCH**
 - PAT = bypass paths + faster paths
 - Available on 800FSB/DDR400 configuration
 - All external and internal interfaces run per standard specifications (no overclocking)
- **Opportunity results from fast silicon and enhanced manufacturing processes**
 - Speed binning is new technique for chipsets
 - Typical chipset designed to yield over entire silicon process distribution
 - Comprehensive Validation & testing



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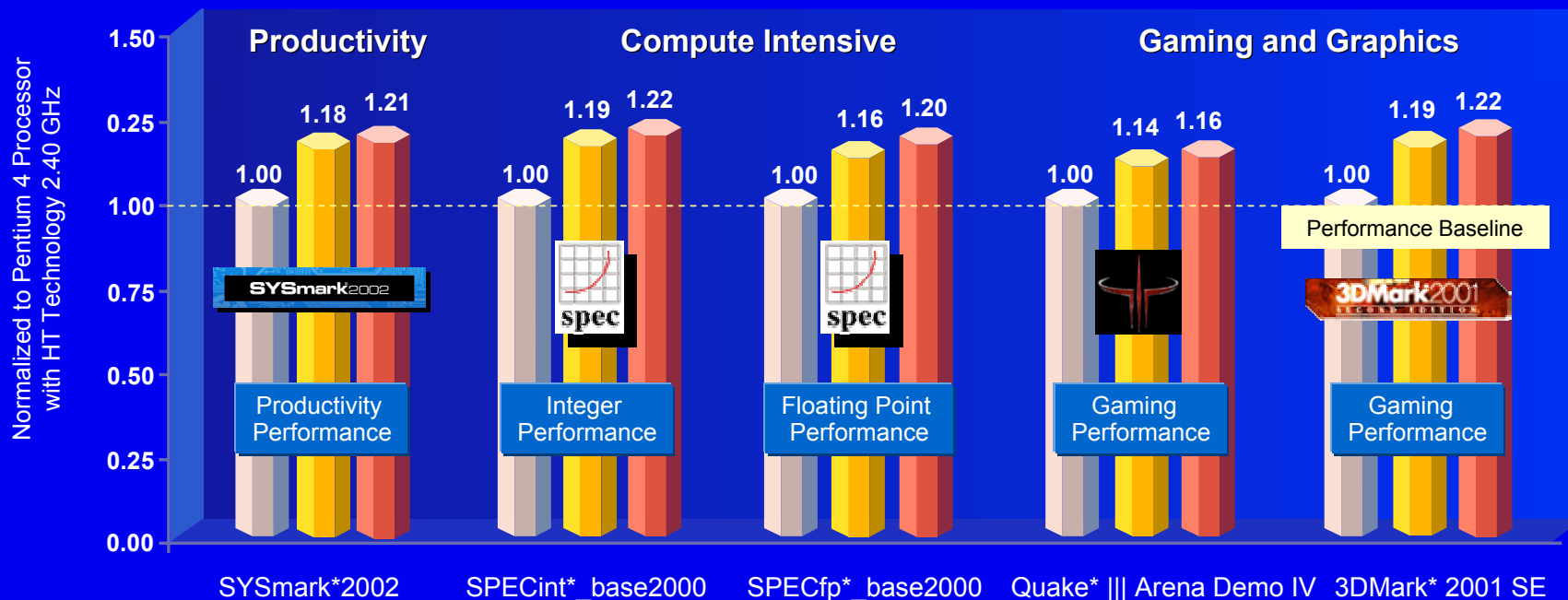
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Intel® 875P Chipset Performance

2.40GHz /800 on Intel 865PE Chipset
 3GHz /800 on Intel 865PE Chipset
 3GHz /800 on Intel 875P Chipset



Data taken on Pentium® 4 processor with HT¹ Technology and discrete graphics

Source: Intel® Configuration:

Intel® Pentium® 4 Processor with HT Technology 2.40 GHz and Intel 865G Chipset – Intel® 865PE Desktop Board, 512 MB DDR400;

Intel® Pentium® 4 Processor with HT Technology 3 GHz and Intel 865G Chipset – Intel® 865PE Desktop Board, 512 MB DDR400;

Intel® Pentium® 4 Processor with HT Technology 3 GHz and Intel 875P Chipset – Intel® 875P Desktop Board, 512 MB DDR400;

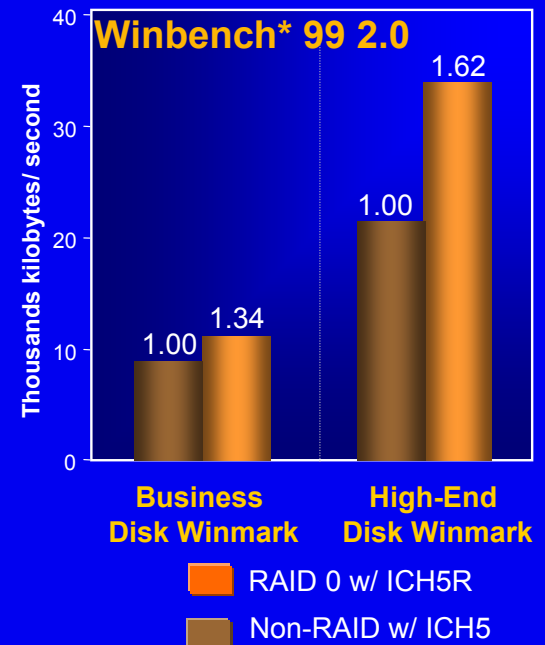
All Platforms – ATI® Radeon® 9700 Pro AGP 8X, Graphics Driver 6166, Microsoft® Default UDMA-5, Intel® Chipset Software Installation Utility 5.00.1003, IBM® 80GB 120GXP IC35L080AVVA07-0 ATA-100 Hard Drive; Intel C & Fortran compilers 6.0 for SPEC, DirectX® 8.1, Windows® XP Build 2600 SP1, 100 Mbps Intel Pro/100+ Management PCI LAN Card. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

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Intel® RAID Technology

- Increasing RAID demand in desktop
 - Video/audio editing
 - Media rich games
 - CD/DVD authoring
- Solution: ICH5R w/ Intel® RAID Technology
 - Dual SATA (150MB/sec x 2)
 - No PCI bottleneck / latency
 - Exceptional HDD performance w/ RAID 0
- Ease-of-Use: RAID Migration Technology
 - Intel innovation simplifies end-user RAID upgrade = “RAID Ready”
 - No OS Reinstall required!
 - After 2nd HDD installed, conversion to RAID executes in background



Industry's First RAID in the Chipset

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What are the Networking Products?



Intel® Desktop Boards	LAN	Suffix
D875PBZ	Gigabit	LK
D865PERL	Gigabit	LK
D865GBF	10/100	L
D865GLC	None	
D845GLVA	10/100	L

Gigabit	Intel® PRO/1000 MT Managed w/ Interrupt Moderation
10 / 100	Intel® PRO/100 S Managed w/ Security
	Intel® PRO/100 M Managed
	Intel® PRO/100 + Non-Managed

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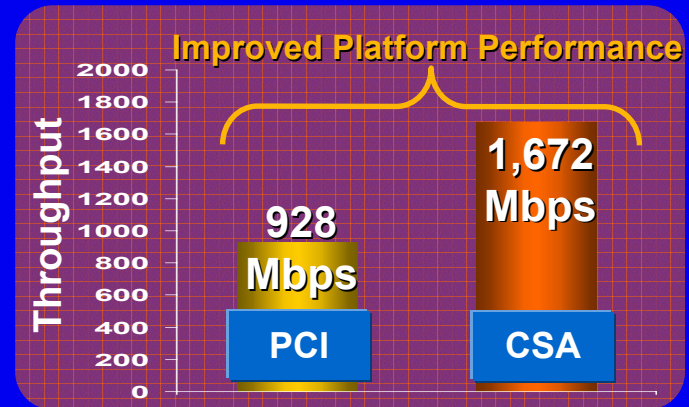
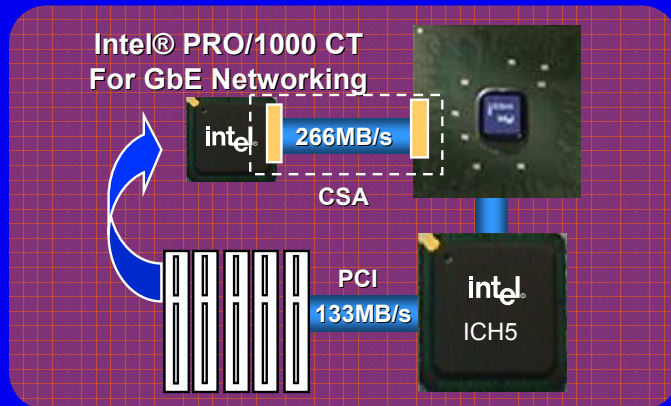
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Intel® Communications Streaming Architecture (CSA)

Advanced GbE Networking with the Intel® 875P & 865 Family



See detailed test configuration in Appendix D

CSA Technology

- Direct Access to System Memory
- Prioritized Access to GbE traffic
- 1.5V Interface
- Low Latency Design
- 266 MB/s dedicated to Networking I/O

CSA Benefits

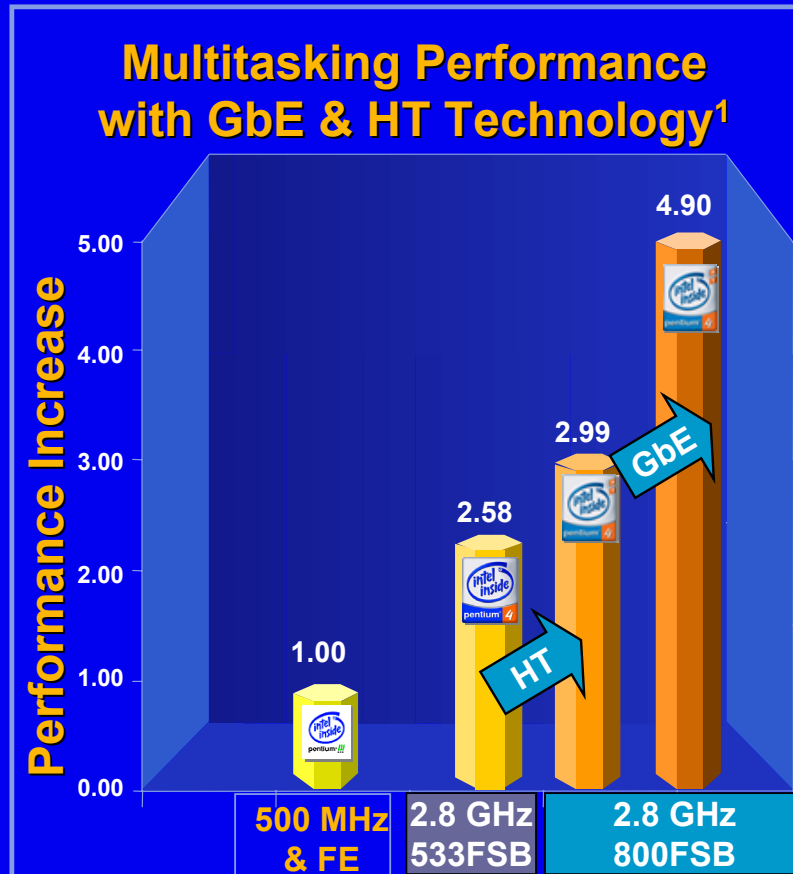
- Reduced CPU Utilization
- Better management of simultaneous data streams
- Lower GbE component power
- Bursts of network traffic handled with ease

Intel 875P & 865 Family & Intel® PRO/1000 CT
Deliver the Most Advanced Networking for the Desktop

Optimize Platform Performance



Intel® PRO
Network Connections



Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing.

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Convert PowerPoint* to PDF* + Backup

*Other names and brands may be claimed as the property of others

**Source: Veritest*, 2003
Sponsored by Intel**

All Systems: Windows* XP Professional Build 2600 SP1, Office XP Professional SP1 & SP2, Adobe Distiller 5.0

Pentium® III processor 500MHz/100MHz FSB: SE440BX-2, 512 MB PC100, IBM DTLA-307030 30GB Hard Drive, Intel® PRO/100+ Adapter

Pentium® 4 processor with HT Technology 2.80 GHz/800MHz FSB: Intel® 865G, 512MB DDR333 CL2.5-3-3; Seagate* 40GB ST340016A Hard Drive, Intel PRO/100+ Adapter, Intel® PRO/1000 MT Desktop Adapter



Intel® Extreme Graphics 2

- Next Generation integrated Graphics with Intel® 865G Chipset
- Mainstream and Value Segments
- Advantages to Intel integrated Graphics
 - Intel unified driver
 - Stability through extensive validation
 - Proven leadership with >100M chipsets shipped with integrated graphics



Performance Advancements

- Advanced Architecture and System Memory Support
- System Memory Speed Impacts Graphics Performance

	Intel® Extreme Graphics		Intel® Extreme Graphics 2
Intel chipset	845G	845GE	865G
Graphics core	200 MHz	266 MHz	266 MHz
Memory interface	Single-Channel		Dual-Channel
Memory speed	DDR266	DDR333	DDR400
Architectural changes		Increased core speed	Enhanced zone rendering and larger buffers

One Generation Ahead

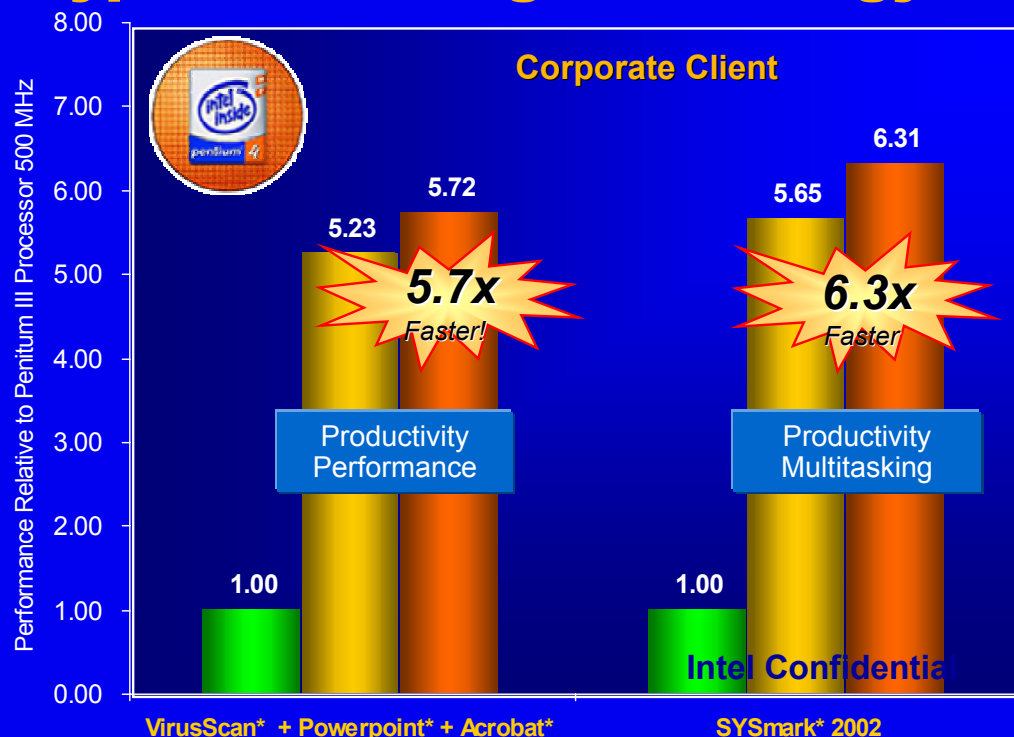
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Intel® Pentium® 4 Processor supporting Hyper-Threading Technology Intel® 865G Platform



- Pentium® III processor 500 MHz
- Pentium® 4 processor with HT Technology 2.60C GHz on Intel 865G Chipset
- Pentium® 4 processor with HT Technology 3GHz on Intel 865G Chipset

Pentium® III processor at 500MHz – Intel® Desktop Board SE440BX-2, 128 MB PC100 CL2 SDRAM, Leadtek® WinFast GeForce® 3i nVidia® GeForce 3 4x AGP Graphics, nVidia® Detonator 3 reference driver 21.51, IBM DTLA-307030 30GB ATA-100 Hard Drive, Intel® Application Accelerator v1.1, Windows® XP default driver Ultra DMA Mode 2.

Pentium® 4 processor with HT Technology 2.60C GHz/800MHz, 3GHz/800MHz – pre-production Intel® Springdale chipset-based Desktop Board, 512MB DDR333 CL2.5-3-3.

Pentium® 4 processor Based Systems Integrated graphics with Intel Extreme Graphics, Graphics Driver 6.13.01.3314, Microsoft® Default UDMA-5, Intel® Chipset Software Installation Utility 5.00.1003, IBM® 80GB 120GXP IC35L080AVVAD7-0 ATA-100 Hard Drive, Intel C & Fortran compilers 6.0 for SPED, Direct® 8.1, Windows® XP Build 2600 SP1, 100 Mbps Intel Pro/100+ Management PCI LAN Card.

*Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting HT Technology, a chipset and BIOS that utilize this technology, and an operating system that includes optimizations for this technology. Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing.

- Improved productivity and enhanced security
- Thorough validation to deliver the reliability and compatibility IT is looking for

Intel Confidential










The Intel Pentium 4 processor supporting HT Technology can produce measurable productivity gains for your business



Desktop Board Premium Audio Solutions

- New AC'97 2.3 Audio Features



2-channel Analog		6-ch Analog Shared Jacks		5.1 Digital Shared Jacks	
	Line-in		Rear		Line-in
	Line-Out		Front		S/PDIF
	Mic		Ctr/Sub		Mic

Analog Audio PnP reduces support calls by alerting the end user when the wrong type of device is plugged into the jack

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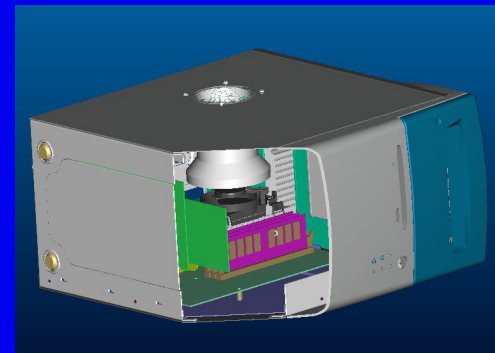
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The Chassis Air Guide

- **A passive solution that delivers cool air directly to the processor**
 - Rear exhaust fan crucial to maximum performance
- **Thermal Benefits**
 - Best performance of 3.06 Ghz processor and faster
 - Cools other system components
- **Acoustic Benefits**
 - Allows Intel Boxed Processor heatsink fan to run at minimum speed using Intel Precision cooling technology.
- **Your Call to action**
 - Begin purchasing and using these chassis to provide best possible performance to your customer



For more information:

http://program.intel.com/shared/products/boards/techcenter/tested_chassis_index.htm

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Boxed Intel® Products: A Solid Foundation for the Next Generation

- 3 Year Limited Warranty
- Advanced Warranty Replacement
- Validation
- Flexibility



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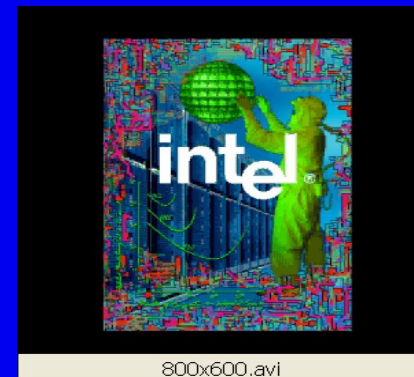
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Boxed Intel® Processor Security Features

- **Beginning late Q1 2003, all boxed processors:**
 - Have new Speed Hologram on the box front panel
 - Have new Holographic FPO label on the box end panel
- **All boxed desktop boards' packaging has:**
 - **Single Pack:**
 - Hologram on front panel of boxes
 - Security tape closure of boxes
 - **Bulk Pack:**
 - Security tape closure on internal opkit boxes
- **Phased in implementation – mixed inventory will be present in Channel**



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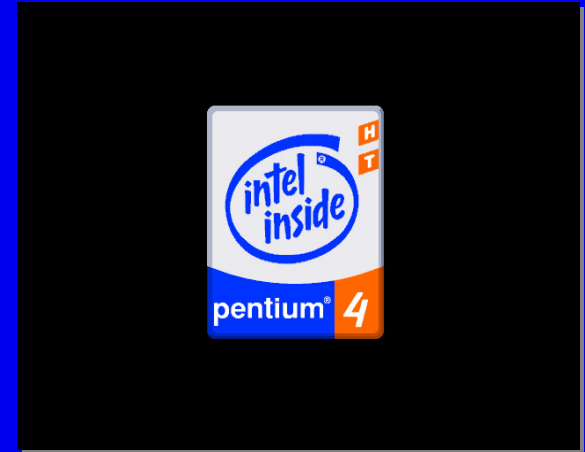
intel®

Desktop Boards

Intel® OnScreen Branding Assurance

- **BIOS enabled OnScreen Branding (OSB)**

- Appears during system POST
- Customer assurance
- Does not increase boot time



- **Look for Motherboards supporting OSB on the Motherboard Selector Guide and Tested Motherboard List**

For more information:

- http://program.intel.com/shared/private/products/processors/pentium4/techcenter/pentium4_tested_boards.htm
- <http://appzone.intel.com/boards/index.asp>

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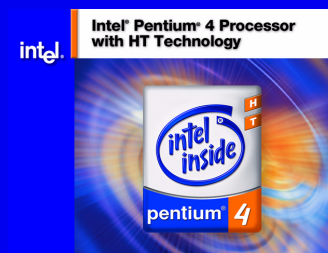
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Branding Tools for the Intel® Pentium® 4 Processor supporting HT Technology

- **Intel® Hyper-Threading Technology Branding Tool**

- For worldwide **Intel Channel program members** (Intel Product Integrators, Genuine Intel Dealers & Intel Product Dealers)
- Splash screen with new logo is self-verifying and displays post log-in
- Download from Reseller website and install on each system



"It's a virtual sticker"

- **Intel® Hyper-Threading Technology Verification Tool**

- For worldwide **CCAP program members** and OEMs
- Access to new logo label and artwork allowed after verification of system compliance and submittal of valid test results
- Download from Reseller website, run verification tool on each representative sku and upload successful results to Intel



HT Technology Branding Tools Updated to support new Pentium® 4 Processors supporting HT Technology

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Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

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Intel® Branding Program Summary

- **Intel® Onscreen Branding**
 - BIOS-enabled splash screen is self-verifying and displays appropriate Intel Inside® logo during system (BIOS) boot process
 - Displays on **all OSB enabled Motherboards**
 - Identify OSB enabled Motherboards by "Intel(r) On Screen Branding" text treatment and on:
 - Tested MB List
http://program.intel.com/shared/private/products/processors/pentium4/techcenter/pentium4_tested_boards.htm
 - Motherboard Selector Guide <http://appzone.intel.com/boards/index.asp>
 - Intel® Desktop Boards enabled with Intel® Onscreen Branding
- **Intel® Hyper-Threading Technology Branding Tool**
 - Splash screen with the Pentium® 4 Processor with HT Technology logo is self-verifying and displays post log-in
 - For worldwide **Intel Channel program members**
 - Download from Reseller website and install on each system
 - Use in conjunction with Intel® OnScreen Branding
 - Updated to support new Pentium® 4 Processors supporting HT Technology
- **Intel® Hyper-Threading Technology Verification Tool**
 - Verification tool run on representative system
 - For worldwide **Intel CCAP program members**
 - Required for logo label usage
 - Updated to support new Pentium® 4 Processors supporting HT Technology

Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

¹Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor at 3.06 GHz or higher, a chipset and BIOS that utilize this technology, and an operating system that includes optimizations for this technology. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for information.

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Summary

- **How can you use these new products and platforms to increase your revenue and bottom line?**
 - New Technology enables new upgrade paths
 - Help your customers understand the benefits from new IT purchases
 - Introduce new uses for computers like Home Media Centers or Online Gaming
- **Together we can drive the advancement of the desktop platform**